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(54) Interactive television system

(57) A method of providing an interactive program to a television user comprised of transmitting a television program, transmitting variables relating to possible television program choices within the vertical blanking interval of the television program, storing the variables at a user location, displaying the television program, and modifying the variables at the user location during the progress of the television program so as to change the progress of the television program. Program choice variations are controlled at the user location rather than at the head end.

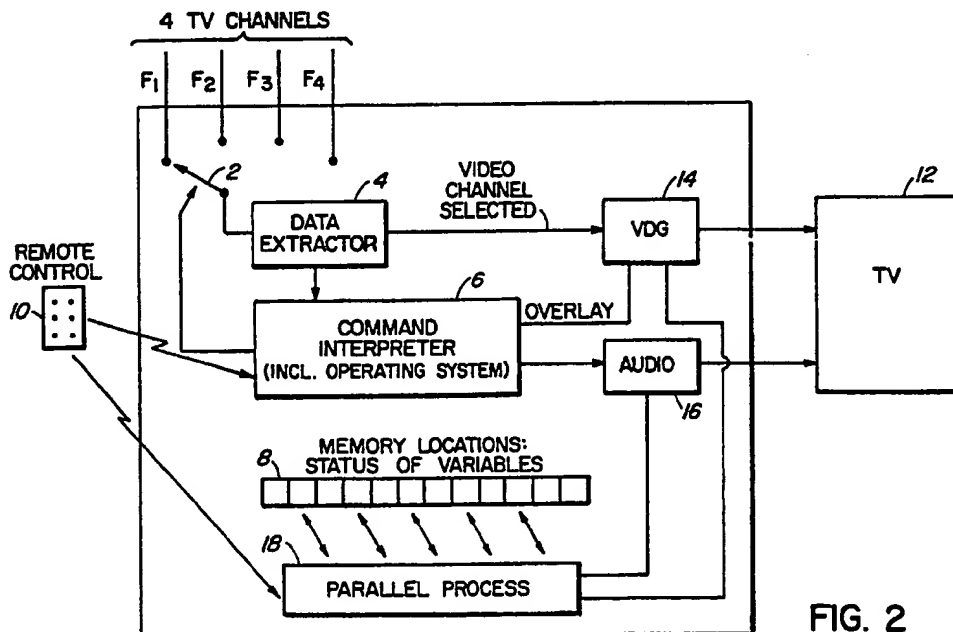
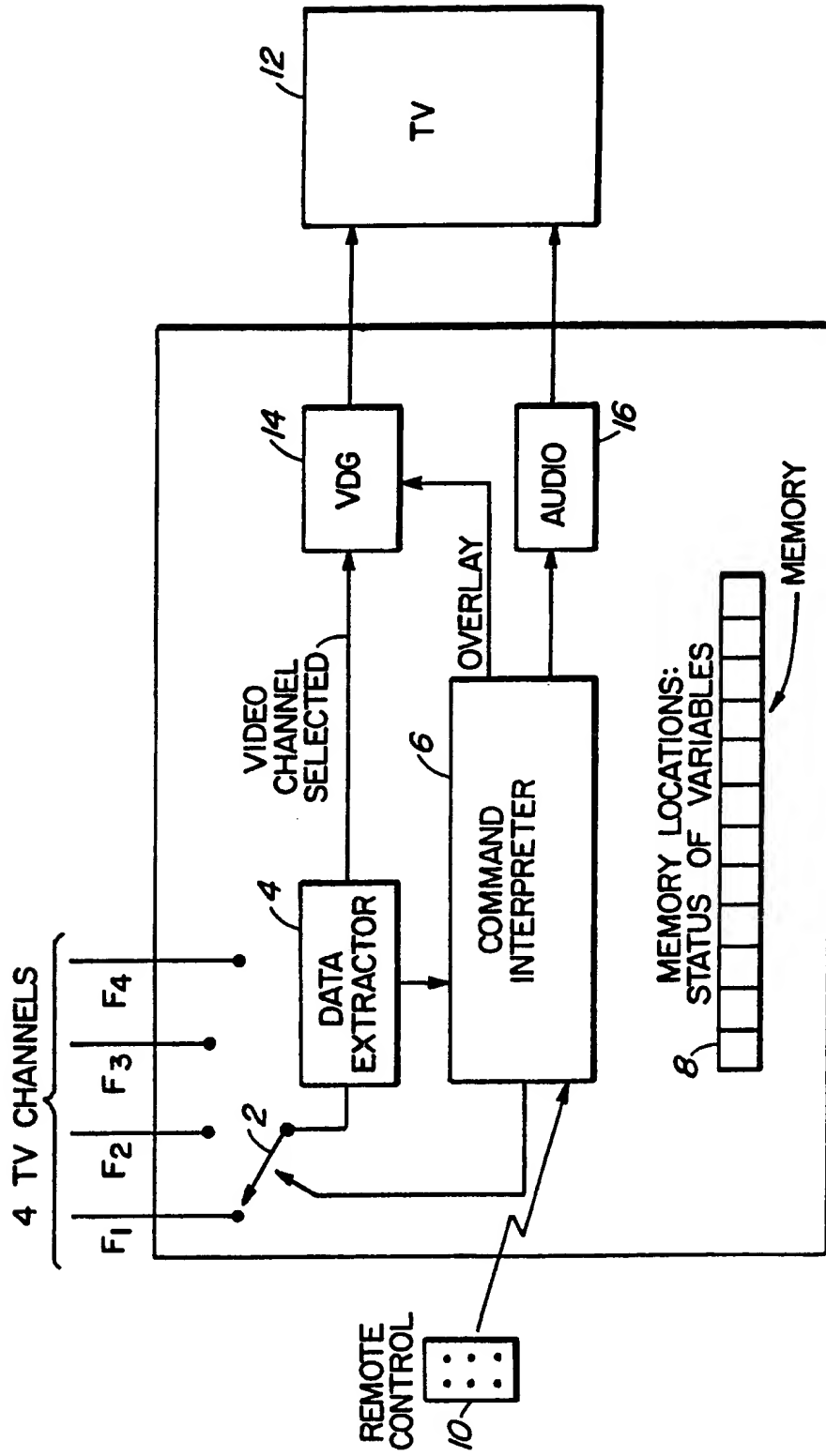


FIG. 2



PRIOR ART
FIG. 1

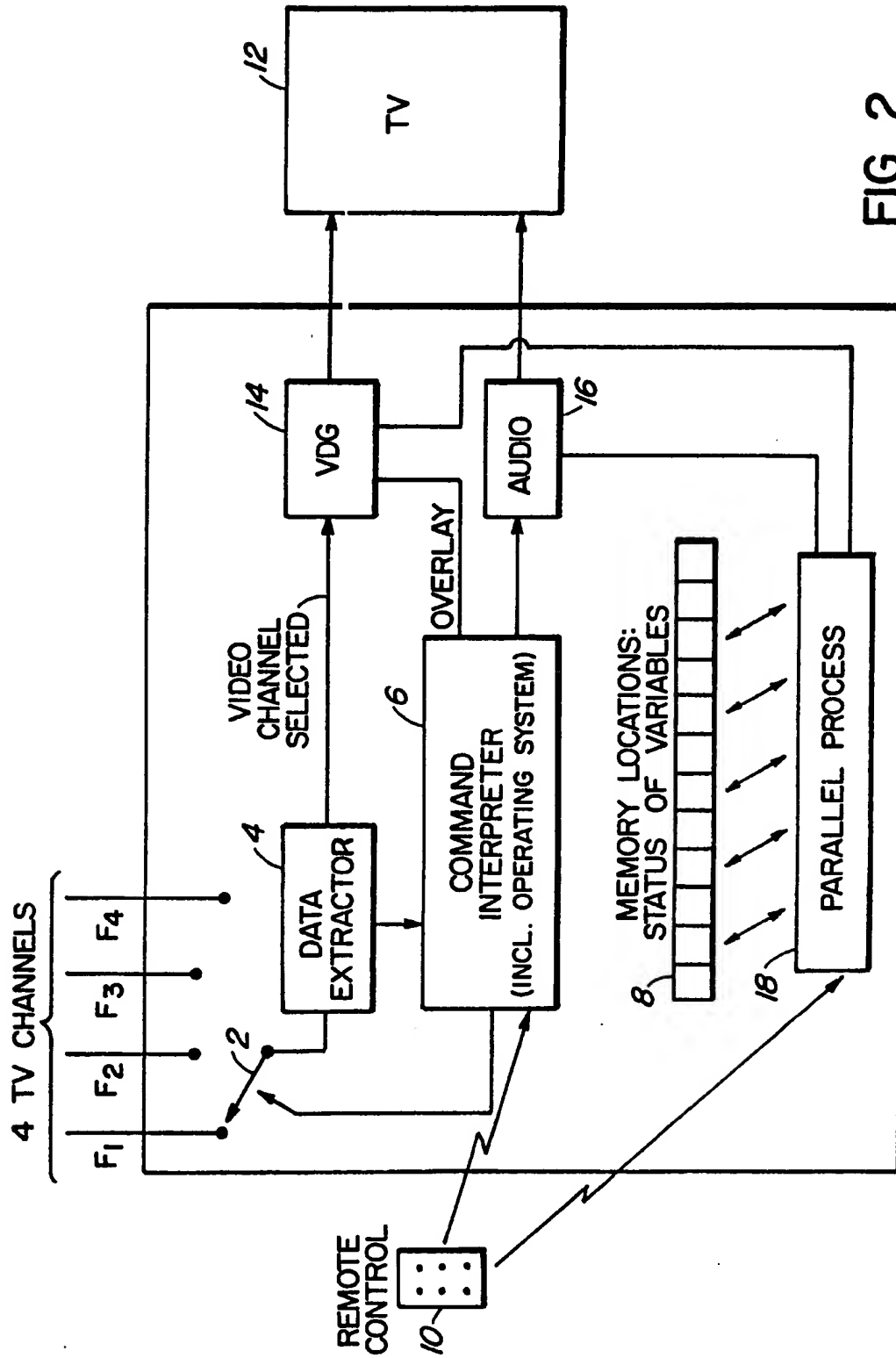


FIG. 2

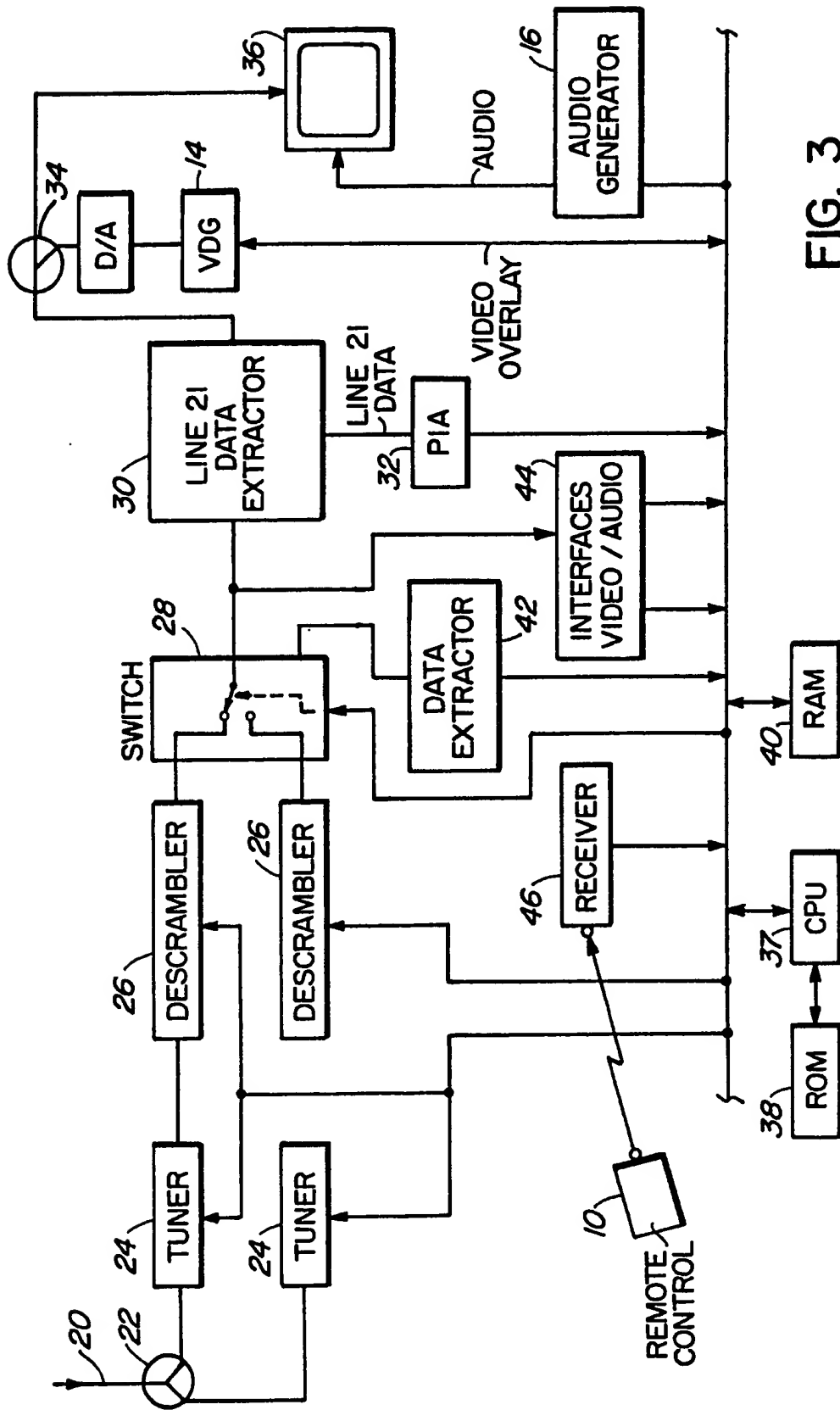


FIG. 3

INTERACTIVE TELEVISION SYSTEM AND METHODFIELD OF THE INVENTION

This invention relates to the field of television and in particular to a method of providing interactive television programs to one or a plurality of users.

BACKGROUND TO THE INVENTION

Interactive television can be provided without an uplink to a head end by providing several alternative channels relating to the same program to users, and by allowing them to select which of the channels they view by means of a local control.

For example in a sports event, several cameras can be located so as to provide different angles and distances from the play, and feed different channels. The user can select whichever view he wants by switching channels, but a decoder system at the user location makes it appear as if the various views are received on the same channel, in a single program.

In another example, a drama may be broadcast with various alternative program segments on different channels. The user, by using a local control, can select alternative plots, the local control switching channels in a manner transparent to the user.

In another system, different audio channels are transmitted with a single video channel. The user, in selecting different plot lines, selects different audio channels. In this form of interactive television, there is a lip sync problem, which restricts its application to display of inanimate objects, such as playing cards and games, puppets, etc.

A group of U.S. patents that have advanced the state of the art, and are assigned to ACTV, Inc., are 4,264,924, 4,264,925, 4,573,072, 4,602,279, 4,847,698, 4,847,699, 4,847,700 and 4,918,516. In summary, the ACTV patents describe a seamless system in which at

least a pair of television channels involving different related parts of a program are transmitted on two television channels. Control data is transmitted via a narrowband data channel, in the vertical interval of the video channel, i.e. in scan line 21. At a user location (station), a pair of tuners tune the different channels when a user requests a change in the program which would require a channel change. The control data information to the tuners instruct a switch when to change channels by controlling a selection switch receiving the output of a particular channel at the vertical interval of a frame, and at a time related to the content of the television program, and can be, for example, several seconds after the user selects a program segment change. This provides seamless switching of the program information.

For example, if a television program is a card game, an announcer may request the audience to select a card or the result of a showing of cards on the television screen. Different channels will show different program segments following the selection by the user, by means of a user remote control. Different viewers would use their remote controls to make the selection at different times, some even while the announcer has not completed the instruction. The control data carried in the data channel would control whether the channel should be switched, depending on the selection of the viewer, and in addition would restrict switching of the channel until the announcer has completed the instruction and until the next segment of the television program begins. Otherwise the program would be switched too early, and the proper program segment appropriate to the viewer selection would not be available until some time later (e.g. a fraction of a second to several seconds later), which would result in

annoyingly interrupted and poor programming.

The ACTV system and an improvement to it is illustrated in block diagram in Figure 1. Four TV channels, in this example, carrying different segments of the same television program at appropriate times are fed via four input lines F1, F2, F3 and F4 to an electronic switch 2. The program on a selected channel is fed to a line 21 data extractor 4, from which the control data referred to above is extracted. This data is provided to a command interpreter 6. The command interpreter decodes the control data and stores status data for variables in a memory 8. The command interpreter also receives control signals from a user remote control 10. The selected video channel is provided to a television set 12.

In operation in accordance with one form of this design, the user responds to the program being watched, and pushes a selection button on the remote control 10, and a resulting signal is received by command interpreter 6. The command interpreter accesses the data stored in memory 8, and as a result from the variable status data that is stored, can determine which response has been selected, which channel should be switched to as a result of the particular response that has been selected, and when should the channel be switched. It also monitors the timing of the vertical intervals and controls the switch 2, to select a new channel, if that is required based on the user selection. A seamless television program is thus fed to the television set 12, transparently to the user, based on the response selected, which can be different for different users.

In another form of this design, the command interpreter controls a video display generator (VDG) 14. In this case, depending on the selection, a limited

number of graphics generated by the VDG can be inserted over the video program, such as which may prompt the user to react and make choices by pressing some of the active remote control buttons, to display the results of selections, etc. The graphic overlays have been limited to small icons, or small areas that display numbers or comments.

The command interpreter can also control an audio generator or synthesizer 16, which feeds an audio input to the television set (merged with or switched in place of the program audio), which can generate a warning beep when the user pushes the wrong button, or make some other sound.

The systems described above, while providing an effective interactive television experience for the user, is limited to the control data and to the program segments transmitted by the head end. As the reader will appreciate, it is not truly interactive, but only apparently interactive, since all possible program segments and channel switching control signals must be predetermined from the head end, and all graphics generated by the VDG and sounds are predetermined. As such it is limited in capability.

A single channel system based on an early ACTV concept was at one time sold as a View-Master Interactive Vision (VMIV) system. This system provided an interactive video program on a video tape, with accompanying control programs which related to specific interactive segments of the video program recorded just ahead of those specific segments. Recorded in the video program are colored stripes which are displayed at the sides of the video screen at or just before the beginning of each of the control programs.

In operation, the user would progress the tape forward or backward to find the colored stripes. A VCR

carrying the tape would then be started, beginning the program from that location on the tape. A controller would detect the control program and as the interactive video program progressed and the user pressed certain control buttons on or associated with the controller, overlay graphics would be generated and displayed and sounds would be generated, modifying the displayed program in accordance with the pressed control buttons in an apparent interactive manner.

Several problems existed with the VMIV system. Firstly the user had to start the videotape at a particular place. If this were not done, interactively for a segment was not obtained.

Secondly, the system could not be used with off-air or cable supplied programs. The interactive program is present to what is recorded on a single video tape, which could use a coincident head and supplied program as a feed, since the control program would not be in any way related to it.

Thirdly the system was restricted to a single channel. Thus for example directed channels could not be achieved.

Fourthly, if a person wished to participate in the program from somewhere in the middle, he was required to either rewind the tape until he saw the colored stripes, then started the program to play in a forward direction, or he had to delay interacting with the program until the next pair of stripes appeared. In both cases excitement and enjoyment of using the program was lost.

The requirement to rewind or otherwise find the colored stripes on the display was tedious and was not a pleasant experience, and reduced incentive to play the program, thus reducing or eliminating its commercial success. In addition, the presence of the colored

stripes was found to be an intrusion on the display, reducing the quality of the video program displayed, and making it look unedited.

SUMMARY OF THE INVENTION

5 The present invention is an improvement to the above-described VMIV system, and is a method and system for providing a true interactive television program to a user. As such, the present invention significantly decreases the limitations of the above-described above-
10 described systems, and is significantly different in concept, structure and result therefrom.

 In accordance with the present invention, a local memory stores a software program which can interact with the memory storing the variable status
15 data, and change the variable status data. For the purposes of this specification, this function will be called a parallel process.

 The parallel process can change the variable status data by itself, depending on content of data in
20 the data channel retrieved by the command interpreter, depending on time, depending merely on the software program itself based on any criteria, or based on a user input from a user control. As such, the parallel process can read and modify the data representing the
25 status of variables during the television program in the memory locations.

 Thus in the present invention, the user can interact with the television program as described with reference to the ACTV design, but now in addition, the
30 television program can interact with the software program and vice versa, and the viewer can interact with the software program and vice versa, thus providing a rich array of possibilities to change what the viewer sees, hears and interacts with.

The apparatus that is controlled can be located either at the actual user location or at a virtual user location adjacent the head end, in the latter case using an uplink in a two-way CATV system, for example.

5 In accordance with an embodiment of the present invention, a method of providing an interactive program to a television user is comprised of transmitting a television program, and transmitting variables relating to possible television program choices, storing the
10 variables at a user location, displaying the television program, and modifying the variables from the user location during the progress of the television program, to change the progress of the television program, whereby program choice variations under control of a
15 user location based on variables modified at the user location rather than modified from a head end are obtained.

 In accordance with another embodiment of the invention, a method of providing an interactive
20 television program to a television user is comprised of the steps of downloading a software program to a user station, receiving a television program, and interacting with the software program to change or create at least one of audio, graphics and animation on a television
25 monitor and or change a program segment of the television program, for display on the television monitor.

 In accordance with another embodiment of the invention, a method of providing an interactive
30 television program to a television user is comprised of the steps of downloading a software program to a user station, transmitting a television program having plural parallel segments, and at least one of: the user interacting with the television program to view different
35 segments, the user interacting with the software program

to enable the software program to cause display of graphics or animation for viewing by the user, and the software program selecting different segments of the television program for viewing by the user.

5 In accordance with another embodiment of the invention, apparatus for controlling interaction of a user with a television program is comprised of apparatus for receiving a television program having several parallel segments, apparatus for storing parameters
10 relating to the segments, apparatus for controlling display to the user of segments based on a look-up of the parameters, and apparatus for varying the parameters under local control.

BRIEF INTRODUCTION TO THE DRAWINGS

15 A better understanding of the invention will be obtained by reading the description of the invention below, with reference to the following drawings, in which:

20 Figure 1 is a block diagram of a prior art system,

 Figure 2 is a block diagram of a system in accordance with a preferred embodiment of the present invention, and

25 Figure 3 is a more detailed block diagram of the preferred embodiment of the present invention.

DETAILED DESCRIPTION OF PREFERRED EMBODIMENT

 Turning to Figure 2, a system is shown which is a modification of the system shown in Figure 1, wherein similar elements are given similar reference numerals.
30 However, in the present invention a parallel process is provided, which parallel process is comprised of the operation process involving the software program and the system processor, to be described in more detail with respect to the Figure 3.

35 The parallel process reads and can modify the

data in memory 8, and in addition can cause the generation of various displays by the VDG, and various sounds and/or synthesized speech and music by the audio generator.

5 Different ways in which the system can operate will now be described.

 In a first way in which the system can operate, the television program is received as in the prior art system, and the line 21 data is decoded by the command
10 interpreter and is stored in memory 8. This of course can occur in a dynamic manner, with the data being changed as the program content requires.

 The data stored in memory 8 is consulted by the software program and the software program changes its
15 behavior depending on the content of the variables. Thus the variables become an essential part of the operation of the software program.

 For example, depending on the content of the variables, the software program may provide a half
20 screen graphic in a wipe procedure, in the event particular variables relate to a program segment that requires anticipation of what is obscured by the graphic, and later a venetian blind reappearance of the program behind the graphic (i.e. disappearance of the
25 graphic).

 As another example, the software program may provide a cartoon character graphic with synthesized voice to provide an instruction, or to fill a time gap or segway in the programming, based on the data stored
30 in memory 8.

 None of the above were capable of being provided in the prior art system.

 A second way in which the present invention can operate is to have a user provide commands via the
35 remote control 10 to the parallel process. In this

case, the software program itself can display choices or can ask questions on the television screen by controlling operation of VDG 14, and can cause voice synthesization of the questions or provide other audio sounds, by controlling audio generator 16.

In the prior art system, the television program itself provides choices to the user. When the user makes the choice, the result is stored in memory 8 and the result is the command interpreter changing channels. Thus, the number of choices is limited to the number of channels carrying the various segments of the television program, four, for the four channel system shown. While the present invention still accommodates that prior art capability, the parallel process can provide a rich array of other capabilities depending on the software program of the parallel process. This allows use of a large number of applications buttons (switches) on the remote control to enable the array of capabilities.

For example, assume that a marionette character in a television program informs the viewer that he will sing a song and promises a reward to the user for pressing a certain button (not one that results in a channel change) every time a favorite number, previously selected by the user, is included in the words of the song. Every time the viewer meets these conditions, a graphic locally generated under control of the parallel process, is overlaid on the screen showing lively animated graphics.

In this case, the user has interacted with the television program by selecting a number by inputting it on the remote control. This selection is detected by the parallel process, which stores it in a local memory, or in memory 8. In this case the user has used a button on the remote control different from one that causes a channel change, in the prior art system. At an

appropriate time in the television program, when the marionette sings the number, the user pushes the same or another button, which is detected by the parallel process. The parallel process checks the memory 8,
5 detecting whether or not the latest selected button conforms to the originally selected number, and checks data stored in memory 8 to determine whether it is enabled to react to it (premature pushing of a button, being equivalent to premature selection, being
10 inhibited). Thus the line 21 data stored in memory 8 can provide a selection window during which the number selection is valid, and thus during which the software program can use the user input to perform its next routine.

15 The selection having been made, the software program in the parallel process can cause generation of the graphic overlay to be displayed in accordance with the correctness or incorrectness of the input by the user.

20 Thus in this case the user has interacted with the software program, and has not been limited to use only of four buttons on his remote control substantially conforming to the four channels input to the system from the head end, as was required in the prior art.

25 In another manner of operation of the present invention, the software program of the parallel process can modify the program variables stored in memory 8, which may or may not be based on the television program content.

30 For example, the user may initiate operation of a software program routine by use of the remote control. The parallel process detects the data stored in memory 8, which can involve program content. In one such case the television program may be a story which can result
35 in either male and female leads having an ending by

being together, or by parting, story lines of the television program being different in certain segments to achieve either end. The user can be prompted at the beginning to choose which form of ending is preferred,
5 which is input via one of the buttons on the remote control 10. The resulting data is stored in memory 8 or in a separate memory associated with the parallel process.

Now the parallel process tracks the data stored
10 in memory 8 relating to the story line, and at appropriate times dictated by the original input from the user, automatically sends commands to the command interpreter to control switch 2 during the progress of the television program to select program segments
15 appropriate to the ending preselected by the user.

As another example, a television network provides electronic mail boxes for individual subscriber station. An advertiser, at the start of a television program, sends over the network, at random station
20 addresses, a premium gift to 500 of the mail boxes, and asks the viewers to verify for the message in their mail boxes. The data to the 500 addresses notifying that they are winners is stored in memory 8 or another local memory that stores electronic mail. Those viewers which
25 respond, push a designated button on their remote controls, acknowledging receipt of the premium. The parallel process checks the locally stored winner-designating data, making a verification, and if correct, stores data in memory 8 to this effect. That data is
30 used by the command interpreter to automatically select the channels to be presented to the winners for program segments related to winners, while if the viewer is not a winner, different data is stored in memory 8, that is used by the command interpreter to select channels
35 having the segments related to persons other than

winners. Thus the television program becomes different for the winners (which may be shown details of the prize they have won, for example) from others.

Figure 3 illustrates a system that may be used to implement the present invention. An antenna or cable provides television signals via input 20 to a splitter 22, which splits the signals and provides them to the inputs of tuners 24. While two tuners are shown, it should be recognized that one may be used.

The output signals of tuners 24 are applied to the inputs of respective descramblers 26. The outputs of the descramblers are applied to inputs of electronic switch 28. Switch 28 corresponds to switch 2 of the embodiment described with respect to Figure 2. The output of switch 28 is applied to the input of line 21 data extractor 30, which provides the data signal from line 21 of the video signal applied thereto to PIA 32, and passes the video signal via combiner 34 to television set or monitor 36.

A central processor 37, to which is connected a read only memory (ROM) 38, is connected to a bus 38. Random access memory (RAM) 40 is also connected to bus 38.

A data extractor 37, whose function will be described below, is connected to the switch 28, and an output connected to bus 38. Video and audio interfaces are also connected to switch 28, for receiving video and audio signals carried by the output line of switch 28.

A remote control 10 has a preferably infrared transmitter, and a receiver 46, which has an output interfacing bus 38, has an infrared receiver for receiving infrared signals from the infrared transmitter of remote control 10.

RAM 40 contains an operating system, data input from remote control 10 to receiver 46, and part of which

forms memory 8, containing program variables. ROM 38 contains a user station address as well as a booting program, which operates in conjunction with CPU 37 in a well known manner.

5 In operation, assume television programs are being received via one of the tuners 24. With no scrambled signal, the descrambler passes the signal, not needing to descramble it. The signal is passed to switch 28, where it is passed via line 21 data extractor
10 to television monitor 36.

Wideband data is carried on a data channel, which is received via the same, or in this embodiment, the other tuner. For example, the wideband data can be an operating system for CPU 37. This data is extracted
15 from the line carrying it by data extractor 42, and is passed to CPU 37 via bus 38. CPU 37 stores the operating system program in RAM 40 under control of the booting program stored in ROM 38.

20 Once the operating system has been received, a software program for operating the parallel process is similarly downloaded from the head end and is stored in RAM 40.

Assuming that an interactive program is to be received, both (or more) tuners 24 tune the channels
25 which carry the various continuous segments of an interactive television program. Alternatively, if the interaction is to be done using the parallel process described earlier, as few as a single channel may be used, with a single tuner, whereby the interaction is
30 exclusively between the parallel process and the user, and/or between the parallel process and the VDG 14 and audio generator 16.

When an interactive program is received, data is present in the line 21 data channel, which is
35 detected by data extractor 30 and is passed via PIA 32

to processor 36. Processor 36 stores variable status bits in RAM 40, in memory locations corresponding to memory 8 (as described with reference to Figure 2).

Assuming that the television program causes
5 display of a selection to the viewer on monitor 36, the user pushes a button (closes a switch) on the remote control 10. This causes a signal to be transmitted via its infrared transmitter to an infrared receiver of receiver 46. The data is provided to CPU 37, which
10 stores it in RAM 40. CPU 37 then checks the meaning of the selection, and the status bits relating to the program from memory 8, and in one example, is enabled when a status bit indicating the end of a television program segment is changed, as a result of receipt of a
15 variable in line 21 of the television signal. The CPU then issues a command to switch 28 to switch its output signal from a different tuner. This is received in a seamless manner at monitor 36 where it is displayed.

As described above, data received from the
20 remote control is received by receiver 46 and stored in RAM 40 for interaction by the parallel process, which can control the generation of graphics by VDG 14 and/or the generation of synthesized sound by audio generator 16 for application to the sound input of monitor 36.

25 Further, as described above, the CPU 37, under control of the software program of parallel process stored in RAM 40, the software program can change the data stored in the memory 8 portion of RAM 40, for controlling operation of switch 28.

30 Thus an embodiment of the invention is comprised of downloading a software program to a user station, receiving a television program, and interacting with the software program to change or create at least one of audio, graphics and animation on a television
35 monitor and/or change a program segment of the

television program, for display on the television monitor. Choices can be presented to the user, for example by means of a displayed menu, and the user selects an item from the menu. A peripheral controller
5 can be controlled to control a peripheral device by means of the software program reacting to the selection of the item.

The television program can be transmitted via single channel, the program segment being changed by
10 means of the software program, or at least some segments of the television program can be transmitted simultaneously via different channels, and program segments changed under control of the software program switching channels to program the television program in
15 a seamless manner.

The software program can be downloaded at intervals during the television program, rather than only at the beginning, which allows persons tuning to the program after it has started to participate with the
20 program in an interactive manner.

The content of the software program is preferred to be synchronized with the content of the television program, separate downloads of at least parts of the software program being done during the progress
25 of the television program for control of creation or change of the audio, still picture, graphics, animation or program segment in a manner synchronized with the television program.

It should be understood that by television
30 program or program segment, it is intended that at least one of sound, still picture or sequence of still pictures, graphics, animation or moving video from whatever source is included and presented to the user.

Choices can be presented to the user during the
35 program (such as to choose a playing card in a video

card game by pressing remote control buttons), and the resulting signal interacts with the software to select a choice, whereby the software controls the creation or change of the audio, graphics, animation and/or program segment.

It should also be noted that the term "user location" is not intended to be restricted to a physical location of the user, but can be at a virtual user location. In such case the remote control controls an uplink transmitter to send commands to a parameter storing apparatus and controlling apparatus for display of segments based on the look-up of the parameters and for varying the parameters, located at the head end as a virtual user location. Thus the user controls the above apparatus in a manner as described above, the major different from the embodiment described being that the commands from the remote control are sent from the subscriber to the apparatus via a cable network upstream to the above apparatus located at the head end, as described for example in Canadian Patent 1,327,238 issued February 22, 1994 invented by Michel Dufresne et al and assigned to the same assignee as is this invention, and that the resulting signal is modulated and sent downstream from the head end addressed to the user, for demodulation and presentation to the display of the user, using apparatus as described for example in U.S. Patent 4,623,920 issued November 18, 1986 invented by Michel Dufresne et al and assigned to the same assignee. Both the aforementioned patents are incorporated herein by reference.

While the aforementioned apparatus can be located at the head end as a "virtual user location", it should be noted that individual discrete sets of apparatus need not be used at the head end, and may be merged into at least one computer which performs a similar function for

all subscribers, but which is more economical in use of apparatus.

Thus the term "downloading" as used in the disclosure and claims is intended to mean providing the programs, etc. of whatever form to the apparatus to which the signals are downloaded, whether that apparatus is located at a virtual user location adjacent a head end or at the actual physical location of the user, downstream of the distribution system.

It is intended also that the invention is not restricted to use of a CATV system, but is applicable to other kinds of distribution systems. For example a downstream system can be a satellite to home downlink with a wired or wireless uplink, e.g. by coaxial cable, optical fiber, telephone wire, wireless personal communication system (PCS) etc.

It may thus be seen that with the use of this invention, there may be interaction between the user and the television program, between the user and the parallel process, and between the parallel process and the television program. The system provides true interaction, rather than apparent interaction, which is the case in prior art systems. As a result, a much richer interactive television program experience can be achieved.

The invention can be used, for example, for entertainment, education, training, advertising, etc., and is not restricted to full motion video. For example, it can be used with still frame alone or combined with motion video, digitizing or analog sound, etc. It may also be used to control peripheral equipment that may interface the bus 38. For example, home services may be controlled and monitored by the present invention, using interactive commands.

A person understanding this invention may now
conceive of alternative structures and embodiments or
variations of the above. All of those which fall within
the scope of the claims appended hereto are considered
5 to be part of the present invention.

We claim:

1. A method of providing an interactive program to a television user comprising:

- 5 (a) transmitting a television program, and transmitting variables relating to possible television program choices,
- (b) storing the variables at a user location,
- (c) displaying the television program, and modifying the variables from the user location during the progress of the television program, to change the
- 10 progress of the television program,
- whereby program choice variations under control of a user location based on variables modified at the user location rather than modified from a head end are obtained.

15

2. A method as defined in claim 1 including modifying said variables under control of a user.

3. A method as defined in claim 1 including storing an interactive control program at said user location, and modifying said variables under control of the control program during the progress of said

5 television program.

4. A method as defined in claim 3 including manually interacting with the control program, whereby modification of said variables by said control program is manually variable.

5

5. A method as defined in claim 3 including transmitting said control program with the television program.

6. A method as defined in claim 5 including transmitting said control program via at least one data channel.

7. A method as defined in claim 6 in which said data channel is carried by one of a telephone line, a line of a video channel, a wideband channel carried by the same medium as the video channel and a radio
5 channel.

8. A method as defined in claim 1 in which display of graphical overlays produced by a video display generator at the user location are controlled by said variables.
5

9. A method of providing an interactive television program to a television user, comprising the steps of downloading from a head end a software program at frequent intervals during the progress of and with a
5 television program to a user station, receiving the television program, and interacting with the software program to change or create at least one of audio, graphics, still picture and animation on a television monitor and or change a program segment of said
10 television program, for display on a television monitor.

10. A method as defined in claim 9 in which the content of the software program is synchronized with the content of the television program, separate downloads of at least parts of said software program
5 being done during the progress of the television program for control of creation or change of said audio, graphics, animation or program segment in a manner synchronized with the television program.

11. A method as defined in claim 10 including downloading the same parts of said software program several times in succession during the progress of the television program, whereby a user is enabled to
5 interact with the software program even if he begins receiving the television program at any time during the program.

12. A method as defined in claim 11 including presenting choices to the user, and interacting with the software to select a choice, whereby the software controls said creation or change of said audio,
5 graphics, animation or program segment.

13. A method as defined in claim 9, including presenting choices to the user, by means of a displayed menu, selecting an item from the menu, and controlling a peripheral controller to control a peripheral device by
5 means of said software program reacting to said selection of the item.

14. A method as defined in claim 11, in which the interaction is performed using a remote control.

15. A method as defined in claim 9, in which the television program is transmitted via a single channel, said program segment being changed by means of said software program.
5

16. A method as defined in claim 9, in which at least some segments of the television program are transmitted simultaneously via different channels, and program segments are changed under control of the
5 software program switching channels to program the television program in a seamless manner.

17. A method as defined in claim 9, in which the user station is at a virtual user location adjacent the head end, and in which the interacting step is comprised of sending from an actual user location a
5 command to the user station at the virtual user location, and in which the at least one of audio, graphics, still picture, animation and program segment is transmitted for display on said television display located at an actual user location from the virtual user
10 location.

18. A method as defined in claim 17 in which the command sending step is comprised of sending a signal originating from a user remote control to the user station at the virtual user location, upstream on a
5 two way CATV network.

19. A method of providing an interactive television program to a television user, comprising the steps of downloading a software program to a user station, transmitting a television program having plural
5 parallel segments, and at least one of: the user interacting with the television program to view different segments, the user interacting with the software program to enable the software program to cause display of graphics, animation for viewing by the user,
10 and the software program selecting different segments of the television program for viewing by the user.

20. Apparatus for controlling interaction of a user with a television program comprising means for receiving a television program having several parallel segments, means for storing parameters relating to the
5 segments, means for controlling display to the user of

segments based on a look-up of said parameters, and means for varying the parameters under local control.

21. Apparatus as defined in claim 20, including means for detecting a control signal from a remote control operated by a user, and for changing said parameters as a result thereof.

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22. Apparatus as defined in claim 20, including means for receiving a software program relating to said television program, and means for changing said parameters under control of the software program.

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23. Apparatus as defined in claim 22, including means for detecting a control signal from a remote control operated by a user, and for controlling operation of said software program in response to detection of said control signal.

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24. Apparatus as defined in claim 20 in which the receiving, storing, controlling and varying means are located at a virtual user location adjacent a head end of a program distribution system, and including means for sending commands via an uplink in said system to said means located at said virtual user location, and means for transmitting said controlled segments downstream via said system to an actual user location for display thereat.

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Application No: GB 9511877.4
Claims searched: 1-24

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Search Report under Section 17

Databases searched:

UK Patent Office collections, including GB, EP, WO & US patent specifications, in:

UK Cl (Ed.N): H4F - [FBB, FDX, FGG]

Int Cl (Ed.6): G09B - [5/06]; H04N - [7/16, 7/087, 7/173]

Other: ONLINE: WPI

Documents considered to be relevant:

Category	Identity of document and relevant passage	Relevant to claims
A	EP 0314572 A2 (ACTV) - see whole doc.	---

X	Document indicating lack of novelty or inventive step	A	Document indicating technological background and/or state of the art.
Y	Document indicating lack of inventive step if combined with one or more other documents of same category.	P	Document published on or after the declared priority date but before the filing date of this invention.
&	Member of the same patent family	E	Patent document published on or after, but with priority date earlier than, the filing date of this application.